

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (currently amended): An auxiliary content selection system comprising:

a content database of records each defining an item of auxiliary content, and a broadcast space for delivery of the associated auxiliary content item, the broadcast space being segregated into time slots; and

content selection means in communication with the content database for selecting one of the items in accordance with a correlation between the broadcast spaces and a time instant of issuance of a request from a client terminal for the auxiliary content and a web site accessed by the client terminal.

Claim 2 (currently amended): The auxiliary content selection system according to claim 1, wherein ~~the client terminal is configured to communicate with at least one network resource accessible over a network,~~ the broadcast space is segregated into ~~the time slots and network addresses,~~ the request for auxiliary content includes a reference to the accessed web site, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and ~~the time instant and the network address of the at least one network resource~~accessed web site.

Claim 3 (currently amended): The auxiliary content selection system according to claim [1]18, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and

advertisement jurisdiction, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

Claim 4 (currently amended): A computer-based method of delivering auxiliary content comprising the steps of:

receiving over a network a request from a client terminal for an item of the auxiliary content, each item of the auxiliary content having an associated broadcast space comprising a respective time slot; and

selecting one of the items in accordance with a correlation between the broadcast spaces, and a time instant ~~of a request from the client terminal for the auxiliary content~~ of issuance of the request and a web site accessed by the client terminal.

Claim 5 (currently amended): The method according to claim 4, wherein ~~the client terminal is configured to communicate with at least one network resource accessible over the network~~, the broadcast space is segregated into ~~the time slots and network addresses~~, the request for auxiliary content includes a reference to the accessed web site, and the content selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, ~~and the time instant and the network address of the least one network resource~~ accessed web site.

Claim 6 (currently amended): The method according to claim [4]19, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

Claim 7 (cancelled).

Claim 8 (currently amended): A computer-readable medium carrying computing instructions thereon which, when executed on a computing device, cause the computing device to:

receive over a network a request from a client terminal for an item of the auxiliary content, each item of the auxiliary content having an associated broadcast space comprising a respective time slot; and

select one of the items in accordance with a correlation between the broadcast spaces, and a time instant of ~~a request from the client terminal for the auxiliary content~~ issuance of the request from the client terminal and a web site accessed by the client terminal.

Claim 9 (currently amended): The computer-readable medium according to claim 8, wherein ~~the client terminal is configured to communicate with at least one network resource accessible over the network,~~ the broadcast space is segregated into ~~the time slots and network addresses,~~ the request for auxiliary content includes a reference to the accessed web site, and the content selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, ~~and the time instant and the network address of the least one network resource~~ accessed web site.

Claim 10 (currently amended). The computer-readable medium according to claim [8]20, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the selection step comprises selecting the auxiliary content

in accordance with a correlation between the broadcast space and the client configuration.

Claim 11 (cancelled).

Claim 12 (currently amended): An auxiliary content delivery server comprising:

a content database of records each defining an item of auxiliary content, and a broadcast space for delivery of the associated auxiliary content item, the broadcast space being segregated into time slots; and

content selection means in communication with the content database for selecting one of the items in accordance with a correlation between the broadcast spaces and a time instant of issuance of a request from a client terminal for the auxiliary content and a web site accessed by the client terminal;

receiving means for receiving over a communications network [a] the client terminal request from a client terminal for auxiliary content;

~~a content database of records each defining an item of the auxiliary content, and a broadcast space for delivery of the associated auxiliary content item, the broadcast space being segregated into time slots;~~

~~content selection means in communication with the receiving means and the content database for selecting the auxiliary content in accordance with a correlation between the broadcast spaces, and a time instant of issuance of the request; and~~

delivery means in communication with the content selection means for initiating delivery facilitating a download of the selected content to the client terminal over the network; and

response data processing means for processing response data received from the client terminal in response to the downloaded auxiliary

content.

Claim 13 (currently amended). The auxiliary content delivery server according to claim 12, wherein ~~the client terminal is configured to communicate with at least one network resource accessible over a network;~~ the broadcast space is segregated into ~~the time slots and network addresses,~~ the request for auxiliary content includes a reference to the accessed web site, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and ~~the time instant and the network address of the at least one network resource~~accessed web site.

Claim 14 (currently amended): The auxiliary content delivery server according to claim [12]~~21~~, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

Claim 15 (currently amended): The auxiliary content delivery server according to claim 12, ~~further configured to maintain statistics of the content delivery~~wherein the response data processing means is configured to maintain statistics associated with the effectiveness of the downloaded auxiliary content based on the received response data.

Claim 16 (cancelled).

Claim 17 (cancelled).

Claim 18 (new): The auxiliary content selection system according to claim 2, wherein the request for auxiliary content includes an indication of the time instant of the issuance of the request from the client terminal, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and the indication of the time instant of issuance of the request.

Claim 19 (new): The method according to claim 5, wherein the request for auxiliary content includes an indication of the time instant of the issuance of the request from the client terminal, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, and the indication of the time instant of issuance of the request.

Claim 20 (new): The computer-readable medium according to claim 9, wherein the request for auxiliary content includes an indication of the time instant of the issuance of the request from the client terminal, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, and the indication of the time instant of issuance of the request.

Claim 21 (new): The auxiliary content delivery server according to claim 13, wherein the request for auxiliary content includes an indication of the time instant of the issuance of the request from the client terminal, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and the indication of the time instant of issuance of the request.

Claim 22 (new): The auxiliary content delivery server according to Claim 15, wherein the response data comprises one of a number of times the downloaded auxiliary content was viewed, a duration the downloaded auxiliary content was viewed, a number of users who viewed the selected auxiliary content, and the time slots during which the selected auxiliary content was viewed.

Claim 23 (new): The auxiliary content delivery server according to Claim 22, wherein the response data identifies the network address of the accessed web site.

Claim 24 (new): The auxiliary content delivery server according to Claim 23, wherein the delivery means is configured to provide the client terminal with a network location of the selected one auxiliary content item.

Claim 25 (new): The method according to Claim 4, further comprising the steps of:

facilitating a download of the selected one auxiliary content item to the client terminal; and

receiving from the client terminal response data in response to the downloaded auxiliary content.

Claim 26 (new): The method according to Claim 25, further comprising generating a report based on the received response data.